



KIRO-TV, Inc.  
2807 Third Avenue  
Seattle, WA 98121

Media Strategies & Research  
1580 Lincoln Street  
Suite 510  
Denver, CO 80203-1907

## Contract # 324115

**Schedule Dates** 10/29/12-11/06/12  
**Advertiser** Pol/D Heck/D/US Congress (16718)  
**Agency** Media Strategies & Research (1583)  
**Product** Political - Federal Candidate (1067)  
**Brand** Political Candidate (18969)  
**Salesperson** Blakely, Dave (1018)  
**Sales Office** KIRO-TV  
**Buyer Name**  
**Phone/Fax** /  
**CPE** EST #11449  
**Account Types** Local/Political  
**Billing Type** Standard  
**Comments**

**Date Entered** 07/25/12  
**Last Modified** 08/01/12  
**Entered By** Dana Dixon  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$8,825.25  
**Net Total** \$50,009.75  
**Sales Tax**

## Seattle (KIRO)

By Broadcast Month	Spots	Rate
Nov. 2012	73	\$58,835.00
<b>Grand Total:</b>	<b>73</b>	<b>\$58,835.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/29/12-11/02/12	4	:30	5:56A- KIRO 7 EYEWITNESS @ 6A (CONT.)		1	1	1	1	1			5	\$445.00	\$2,225.00	Seattle (KIRO)		7/25/12
2.0	Normal Line / Spot	10/29/12-11/02/12	4	:30	7A- CBS THIS MORNING		1	1	1	1	1			5	\$200.00	\$1,000.00	Seattle (KIRO)		7/25/12
3.0	Normal Line / Spot	11/04/12-11/04/12	5	:30	6:57A- CBS SUNDAY MORNING								1	1	\$550.00	\$550.00	Seattle (KIRO)		7/25/12
4.0	Normal Line / Spot	10/29/12-11/01/12	5	:30	9:56A- PRICE IS RIGHT		1	1		1				3	\$400.00	\$1,200.00	Seattle (KIRO)		7/25/12
5.0	Normal Line / Spot	11/02/12-11/02/12	5	:30	10:58A- 12P (PST)						1			1	\$505.00	\$505.00	Seattle (KIRO)		7/25/12
6.0	Normal Line / Spot	10/29/12-11/02/12	5	:30	11:59A- KIRO 7 EYEWITNESS NEWS @ 12P		1			1	1			3	\$260.00	\$780.00	Seattle (KIRO)		7/25/12
7.0	Normal Line / Spot	10/29/12-11/02/12	4	:30	9A- RACHAEL RAY		1	1	1	1	1			5	\$175.00	\$875.00	Seattle (KIRO)		7/25/12
8.0	Normal Line / Spot	10/29/12-11/02/12	5	:30	3:58P- 5P (PST)		1	1	1	1	1			5	\$350.00	\$1,750.00	Seattle (KIRO)		7/25/12
9.0	Normal Line / Spot	10/30/12-10/31/12	4	:30	4:57P- KIRO 7 EYEWITNESS NEWS @ 5P			1	1					2	\$700.00	\$1,400.00	Seattle (KIRO)		7/25/12
10.0	Normal Line / Spot	11/01/12-11/01/12	4	:30	5:29P- KIRO 7 EYEWITNESS NEWS @ 530P					1				1	\$650.00	\$650.00	Seattle (KIRO)		7/25/12
11.0	Normal Line / Spot	10/29/12-11/02/12	4	:30	5:59P- KIRO 7 EYEWITNESS NEWS @ 6P		1		1		1			3	\$650.00	\$1,950.00	Seattle (KIRO)		7/25/12

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Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

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**Entered By** Dana Dixon  
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12.0	Normal Line / Spot	10/30/12-11/01/12	5	:30	6:58P- ENTERTAINMENT TONIGHT			1		1				2	\$475.00	\$950.00	Seattle (KIRO)		7/25/12
13.0	Normal Line / Spot	10/29/12-11/02/12	5	:30	7:27P- THE INSIDER		1				1			2	\$475.00	\$950.00	Seattle (KIRO)		7/25/12
14.0	Normal Line / Prime	11/05/12-11/05/12	4	:30	7:58P- 9P (PST)		1							1	\$4,000.00	\$4,000.00	Seattle (KIRO)		7/25/12
15.0	Normal Line / Prime	10/30/12-10/30/12	4	:30	7:57P- NCIS			1						1	\$4,700.00	\$4,700.00	Seattle (KIRO)		7/25/12
16.0	Normal Line / Prime	10/31/12-10/31/12	4	:30	9P- CRIMINAL MINDS				1					1	\$3,700.00	\$3,700.00	Seattle (KIRO)		7/25/12
17.0	Normal Line / Prime	11/01/12-11/01/12	4	:30	7:58P- 9P (PST)					1				1	\$5,000.00	\$5,000.00	Seattle (KIRO)		7/25/12
18.0	Normal Line / Prime	11/01/12-11/01/12	5	:30	10P- ELEMENTARY					1				1	\$2,800.00	\$2,800.00	Seattle (KIRO)		7/25/12
19.0	Normal Line / Prime	11/02/12-11/02/12	4	:30	7:57P- CSI: NEW YORK						1			1	\$1,800.00	\$1,800.00	Seattle (KIRO)		7/25/12
20.0	Normal Line / Prime	11/03/12-11/03/12	4	:30	9P- CRIMETIME SATURDAY							1		1	\$1,300.00	\$1,300.00	Seattle (KIRO)		7/25/12
21.0	Normal Line / Prime	11/04/12-11/04/12	4	:30	9P- THE GOOD WIFE								1	1	\$3,900.00	\$3,900.00	Seattle (KIRO)		7/25/12
22.0	Normal Line / Spot	10/29/12-11/02/12	4	:30	10:59P- KIRO 7 EYEWITNESS NEWS @ 11PM		1	1	1	1	1			5	\$950.00	\$4,750.00	Seattle (KIRO)		7/25/12
23.0	Normal Line / Spot	11/03/12-11/04/12	4	:30	11P- 11:35P (PST)							1	1	2	\$800.00	\$1,600.00	Seattle (KIRO)		7/25/12

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24.0	Normal Line / Spot	10/29/12-11/02/12	5	:30	11:35P- LATE SHOW WITH DAVID LETTERMAN		1	1	1		1			4	\$300.00	\$1,200.00	Seattle (KIRO)		7/25/12
25.0	Normal Line / Spot	11/05/12-11/06/12	4	:30	5:56A- KIRO 7 EYEWITNESS @ 6A (CONT.)		1	1						2	\$445.00	\$890.00	Seattle (KIRO)		7/25/12
26.0	Normal Line / Spot	11/05/12-11/06/12	4	:30	7A- CBS THIS MORNING		1	1						2	\$200.00	\$400.00	Seattle (KIRO)		7/25/12
27.0	Normal Line / Spot	11/06/12-11/06/12	5	:30	4:57A- KIRO 7 EYEWITNESS NEWS @ 5A			1						1	\$200.00	\$200.00	Seattle (KIRO)		7/25/12
28.0	Normal Line / Spot	11/06/12-11/06/12	5	:30	11:59A- KIRO 7 EYEWITNESS NEWS @ 12P			1						1	\$260.00	\$260.00	Seattle (KIRO)		7/25/12
29.0	Normal Line / Spot	11/05/12-11/05/12	4	:30	9A- RACHAEL RAY		1							1	\$175.00	\$175.00	Seattle (KIRO)		7/25/12
30.0	Normal Line / Spot	11/05/12-11/05/12	5	:30	3:58P- 5P (PST)		2							2	\$350.00	\$700.00	Seattle (KIRO)		7/25/12
31.0	Normal Line / Spot	11/05/12-11/05/12	4	:30	4:57P- KIRO 7 EYEWITNESS NEWS @ 5P		1							1	\$700.00	\$700.00	Seattle (KIRO)		7/25/12
32.0	Normal Line / Spot	11/06/12-11/06/12	4	:30	5:59P- KIRO 7 EYEWITNESS NEWS @ 6P			1						1	\$650.00	\$650.00	Seattle (KIRO)		7/25/12
33.0	Normal Line / Spot	11/05/12-11/05/12	5	:30	6:58P- ENTERTAINMENT TONIGHT		1							1	\$475.00	\$475.00	Seattle (KIRO)		7/25/12

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34.0	Normal Line / Spot	11/05/12-11/05/12	5	:30	11:35P- LATE SHOW WITH DAVID LETTERMAN		1							1	\$300.00	\$300.00	Seattle (KIRO)		7/25/12
35.0	Normal Line / Prime	11/04/12-11/04/12	4	:30	6:57P- 60 MINUTES								1	1	\$3,400.00	\$3,400.00	Seattle (KIRO)		7/25/12
36.0	Normal Line / Spot	11/05/12-11/05/12	4	:30	10:59P- KIRO 7 EYEWITNESS NEWS @ 11PM		1							1	\$950.00	\$950.00	Seattle (KIRO)		7/25/12
37.0	Normal Line / Spot	11/04/12-11/04/12	5	:30	11:30P- KIRO 7 EYEWITNESS NEWS @ 1130P								1	1	\$200.00	\$200.00	Seattle (KIRO)		7/25/12

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